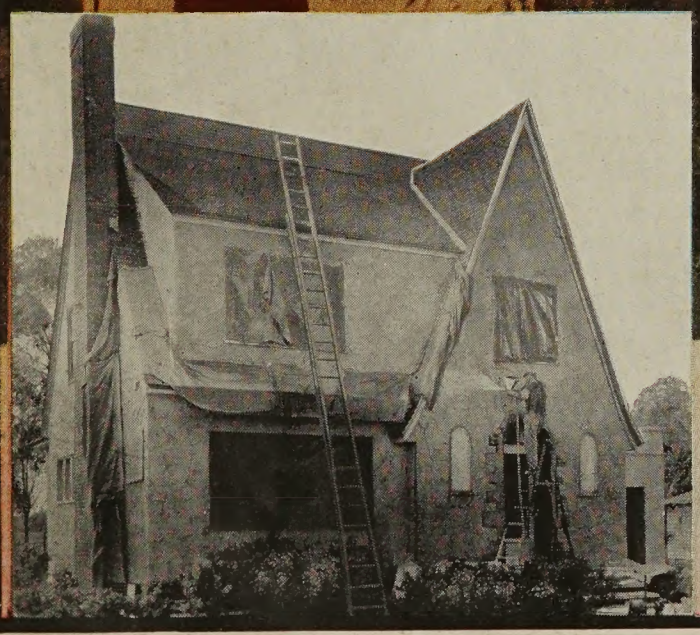
WATER PROOFED

COLORCRETE

PERMANENTLY

SURFACES MASONRY BUILDINGS

IN ANY COLOR



Published in the interests of Authorized Colorcreters
By
COLORCRETE INDUSTRIES,
INCORPORATED
HOLLAND, MICHIGAN, U.S.A.

COLORCRETE

Combines Permanence, Beauty and Low Cost

ASSURED BY

Perfected Material
Patented Process
Special Machines
Authorized Colorcreters

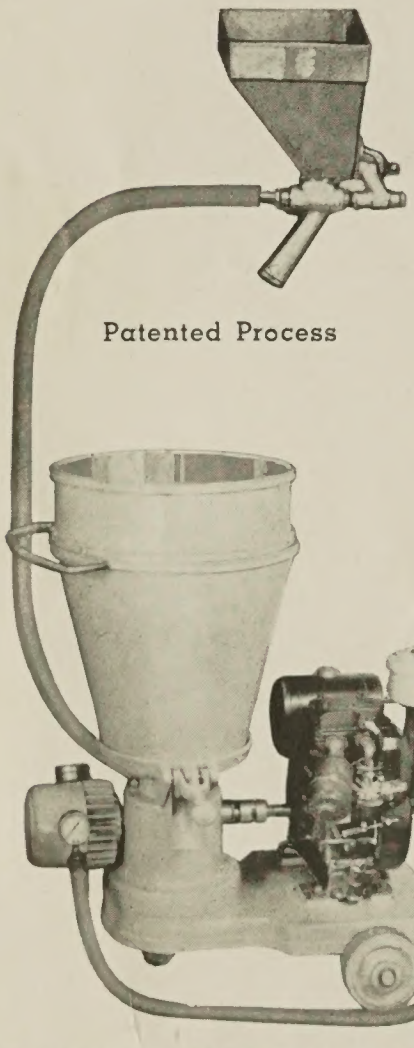
COLORCRETING MATERIAL—a highly perfected masonry surfacing furnished in 100 lb. sealed sacks. It comes in a full range of colors for the beautification of any masonry surface. It has reached laboratory perfection by over twelve years of constant research and its qualities have been proven by over ten years actual use under all conditions and every climate.

COLORCRETE PATENTED PROCESS covers the application of a plastic material whereby every particle is pneumatically shot or hammered on to the surface, filling all checks, cracks and fusing itself into the surface, thereby becoming more enduring than the masonry wall itself.

COLORCRETE MACHINES are especially designed to supply the correct pressure and volume of air necessary for applying this mortar-like material with absolute assurance of permanence and lasting beauty.

COLORCRETE MECHANICAL MIXING assures perfect mixing and correct consistency of the mixture permitting application of any thickness desired with either a uniform or variegated surface.

COLORCRETE is sold and applied only by Authorized Colorcreters. Their knowledge of masonry surfacing, Colorcrete material, process and equipment assures highest quality, unapproached by any other material or method.



Patented Process

Combination Machine and Mixer

Authorized Colorcreter

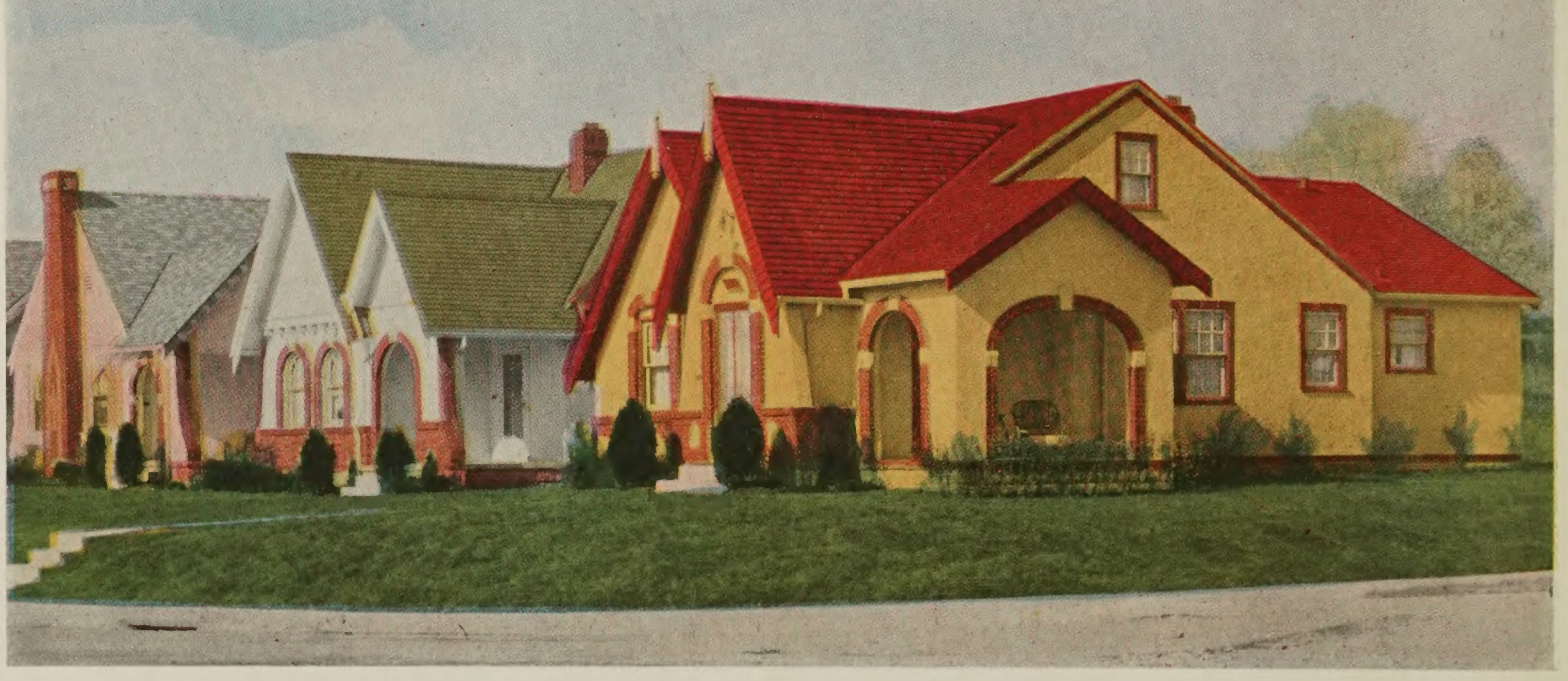
COMPARATIVE ILLUSTRATION

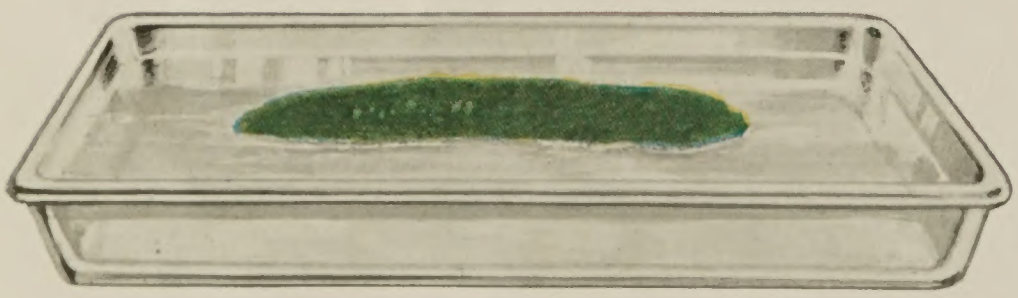
12 sacks or 1200 lbs. of Colorcrete is applied by pneumatic machines on the average size house, compared to 12 cans or 120 lbs. of the ordinary materials applied to masonry with a brush. Colorcrete gives—far heavier coat—much greater protection—at practically the same cost.

Colorcrete
Easily Washed

THE MODERN HOME

ENHANCED in value and beauty by Colorcrete with added protection against all destructive elements.

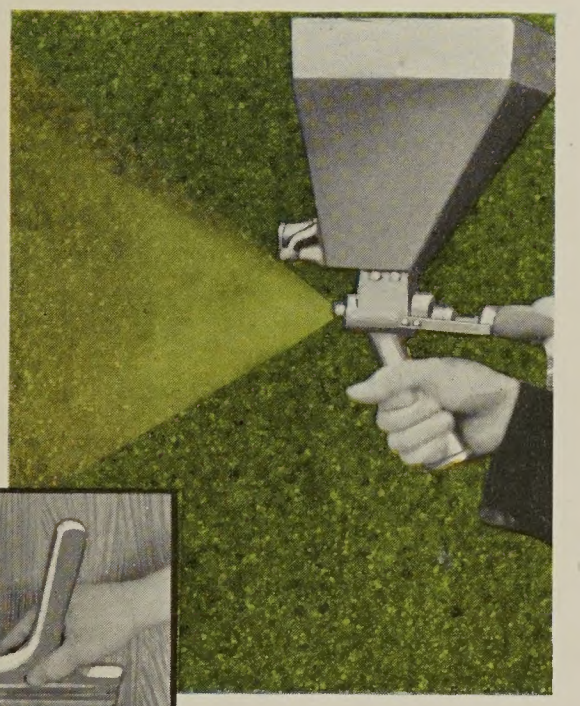


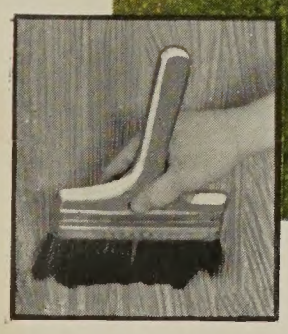


A demonstration of Colorcrete waterproof qualities —floats on water—must be mechanically mixed.

WHEN HOUSES GO UP IN GROUPS

COLORCRETE with its full range of colors supplies the finishing touch—beauty, character, individuality for the home owners and profitable sales for the builder.





THE MODERN WAY

Colorcrete completely solves the problem of permanent and colorful surfacing or resurfacing.

THE OLD WAY

Hand application—only a temporary solution.

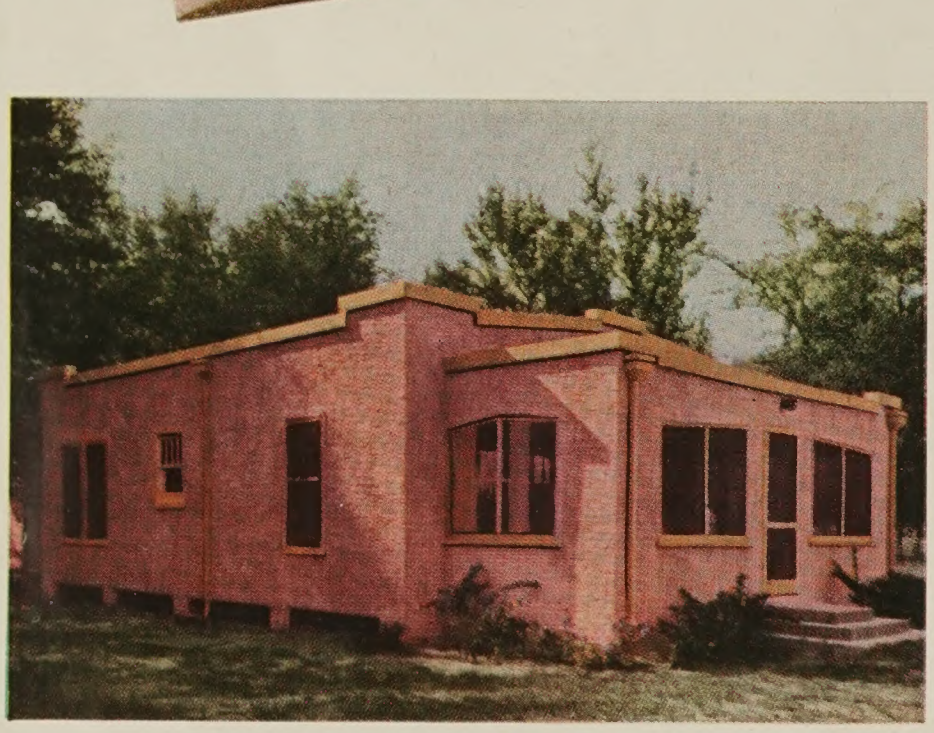
THE BETTER TYPE HOME

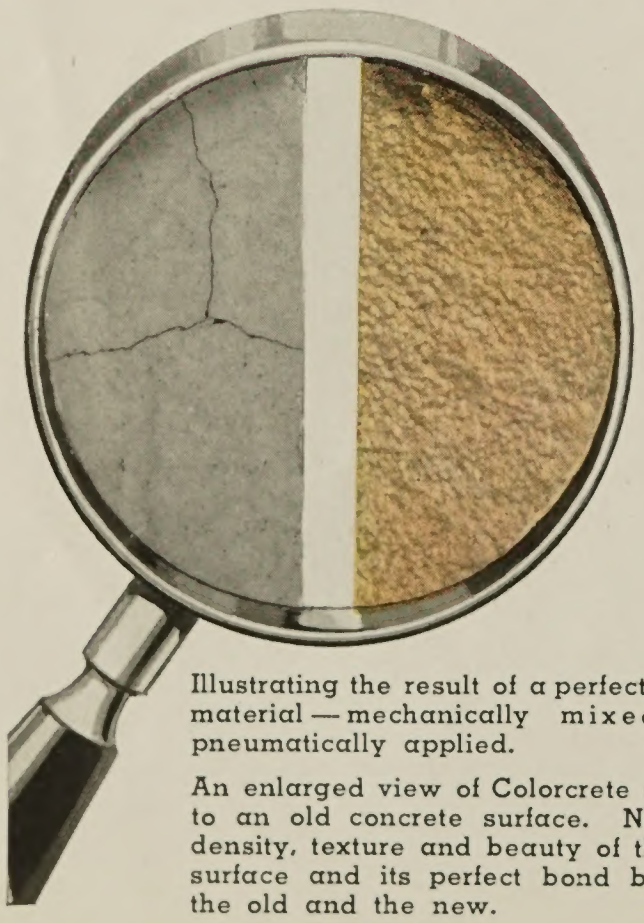
COLORCRETE provides the permanent surface—the ideal shade and texture in complete harmony with its semi-tropical surroundings. The result—increased value—attractiveness and permanence—decreased up-keep and depreciation expense.

From the Trop

Colorcrete has added new v
dividuality—to these building
from destructive elements and

WHETHER your building is old or
crete, brick or even frame, Colorcrete
value and usefulness at surprisingly
of basements, creameries, laundries
equal. For further information and e
ized Colorcreter.





Illustrating the result of a perfect plastic material — mechanically mixed and pneumatically applied.

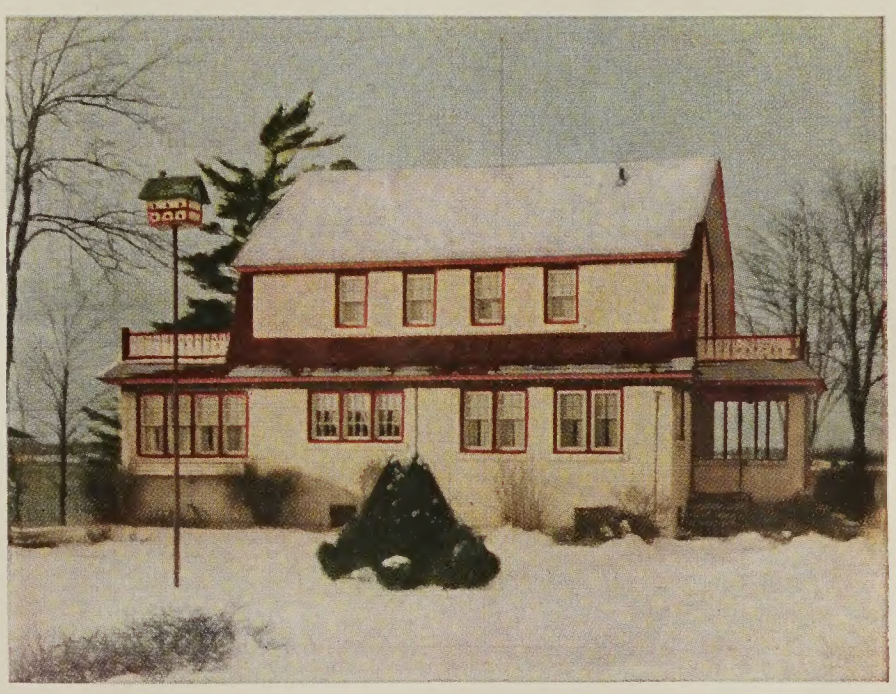
An enlarged view of Colorcrete applied to an old concrete surface. Note the density, texture and beauty of the new surface and its perfect bond between the old and the new.

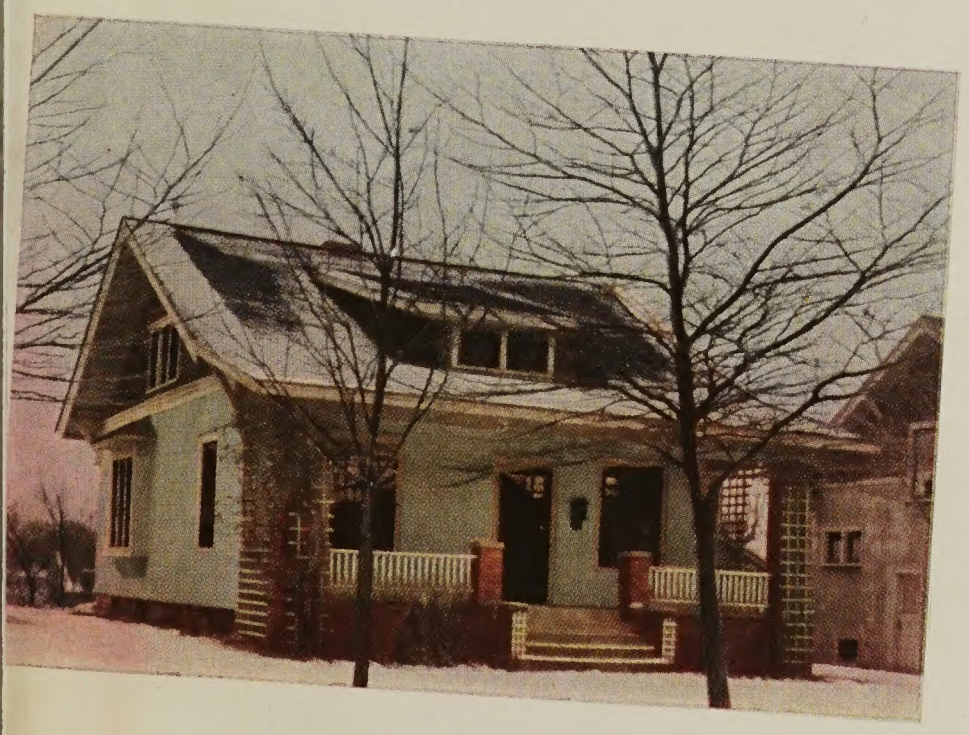
Colorcrete adds extra
interi

cs to the Arctic

es—beauty, character and in-
t is constantly protecting them
ducing up-keep expense.

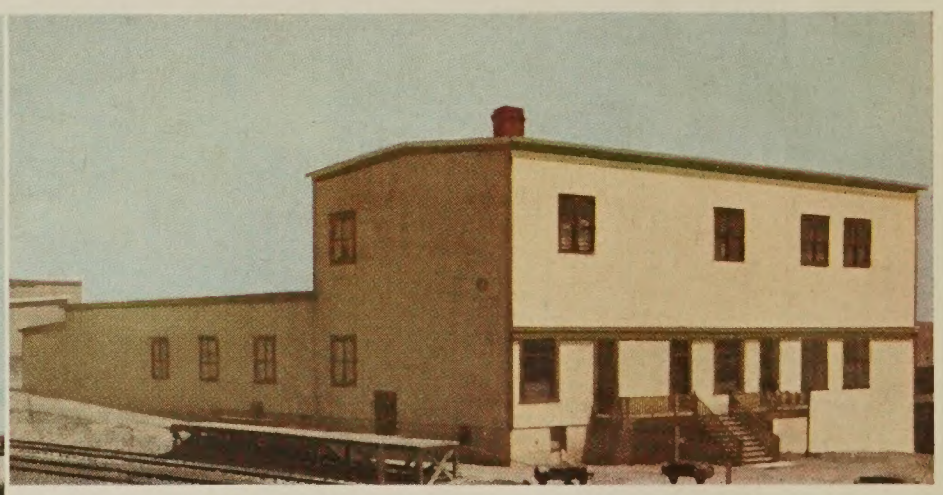
w, whether it is built of stucco, con-
rill permanently beautify, enhance its
oderate cost. For interior decoration
r any masonry surface, it has no
mates, call or see your local Author-

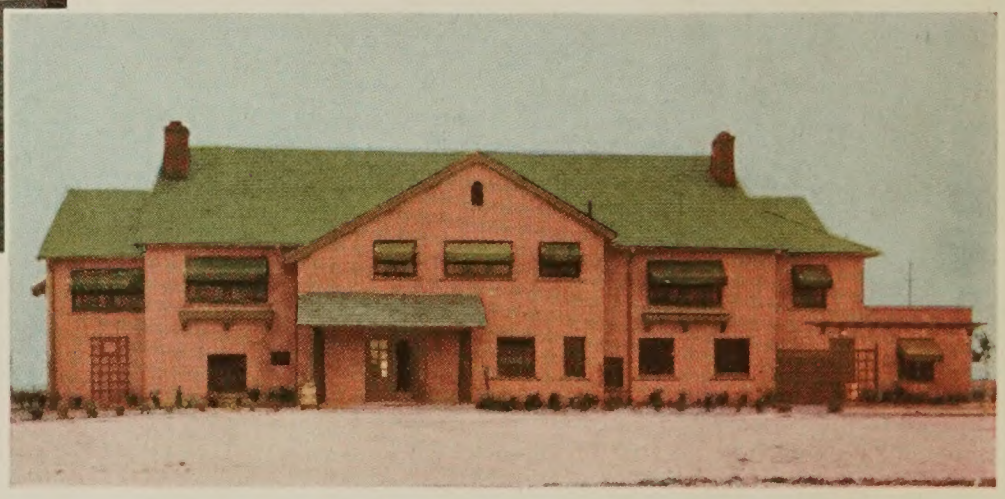




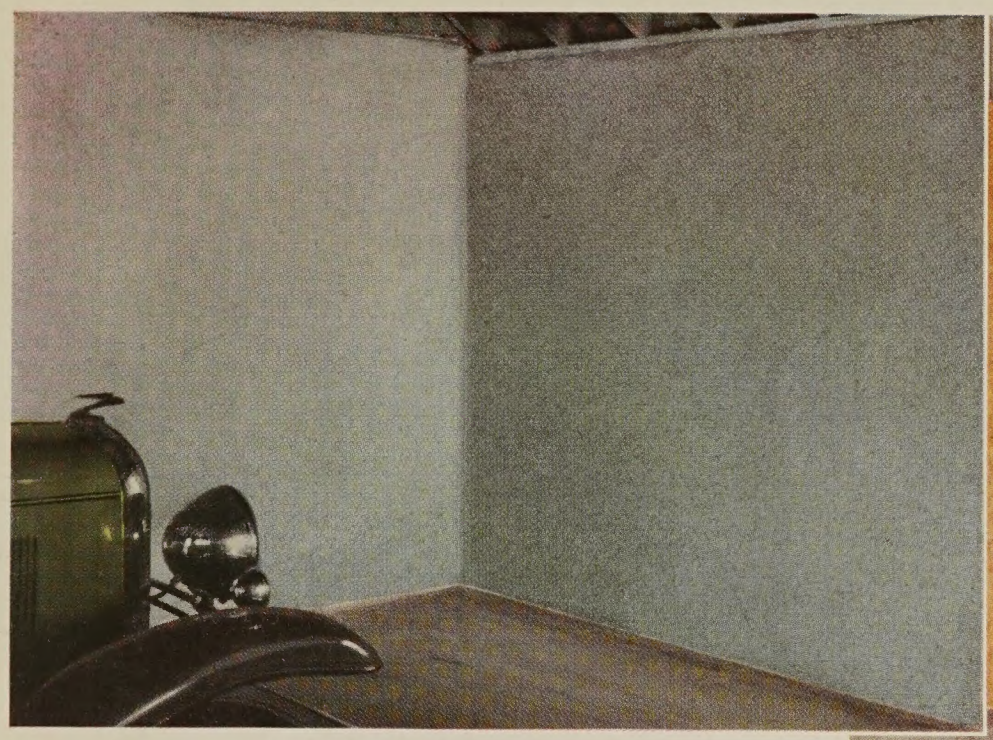
ears to any exterior or
r wall.

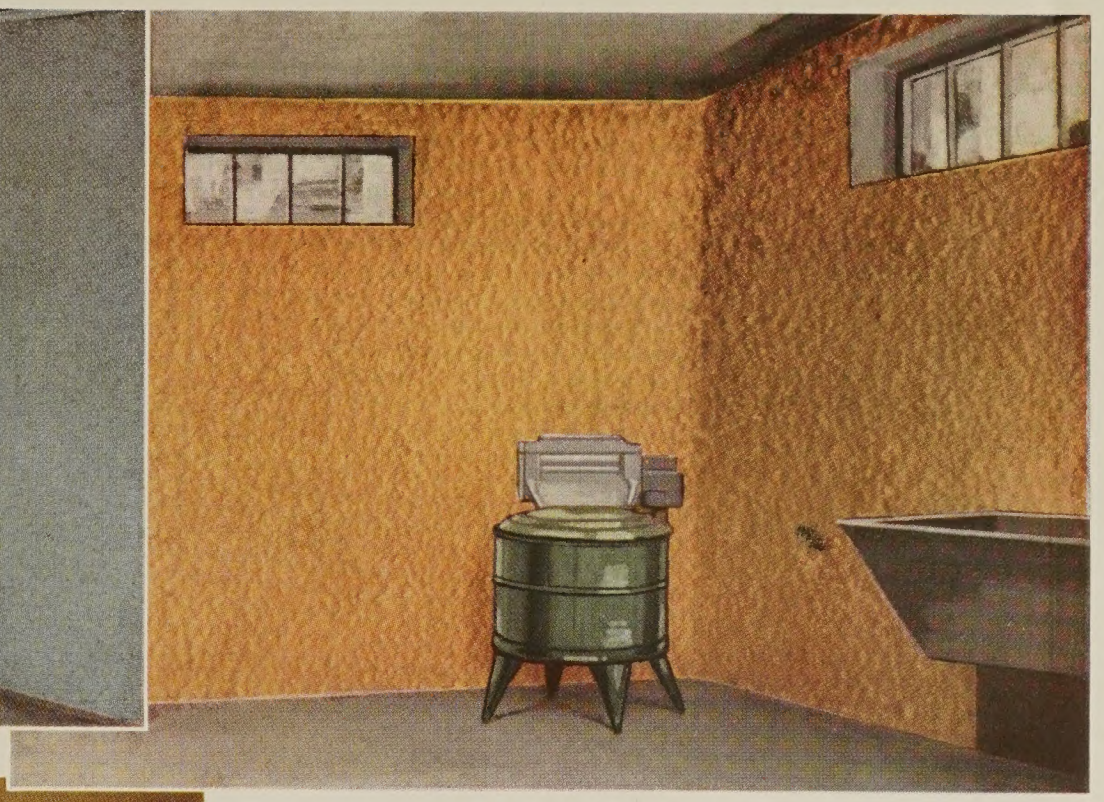
Enlargement. The one on the right illustrates section of old stucco and the left a section of stucco surfaced with Colorcrete. Note how the new surface has impregnated itself into the old and the amount of protection supplied by this thickness.

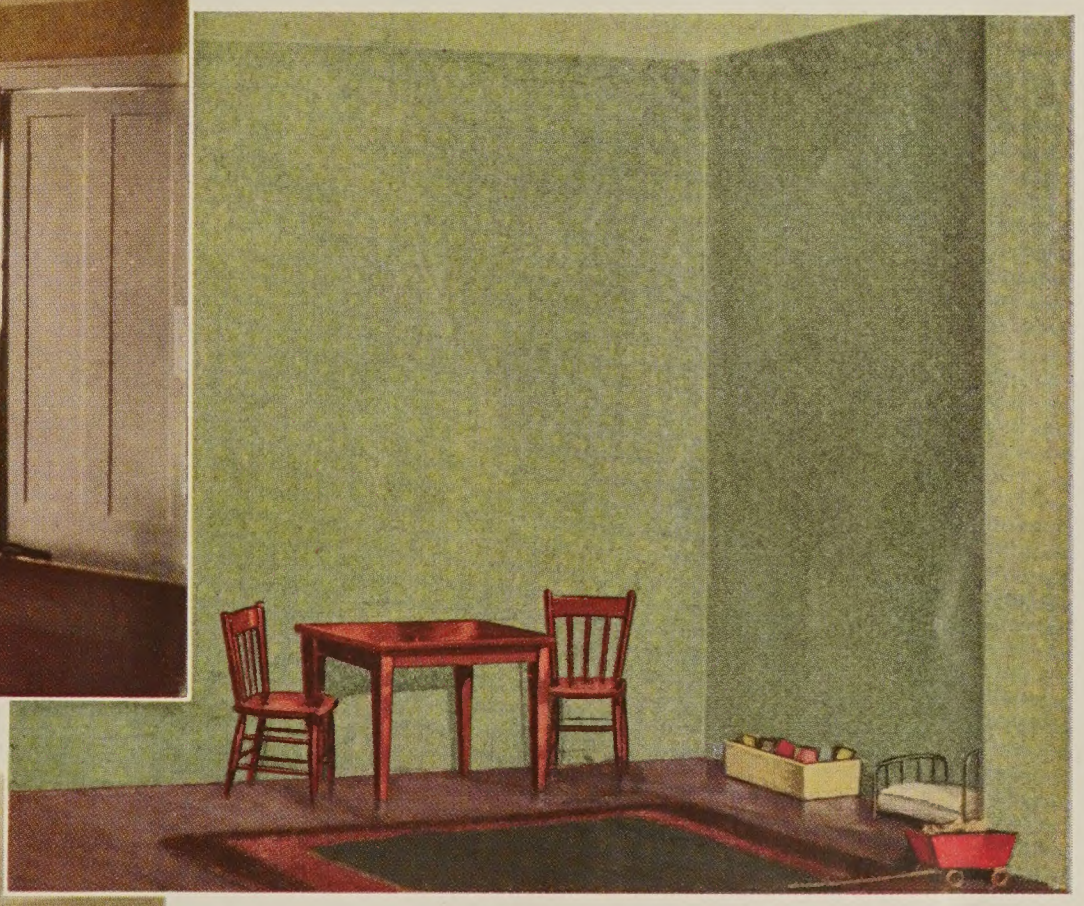




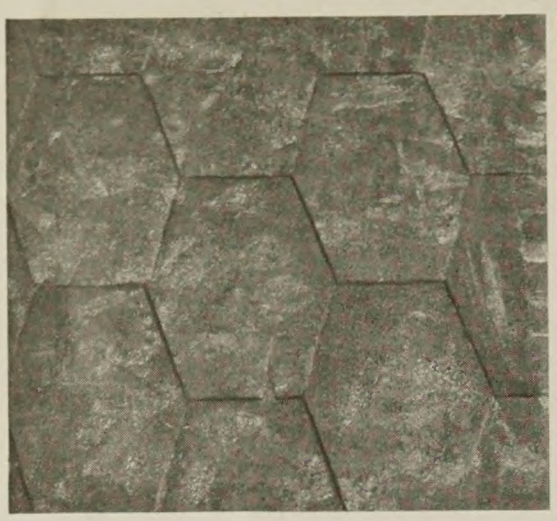
Colorcrete makes Commercial buildings more attractive regardless of their age and condition. Their value is increased by their improved appearance and greatly reduced maintenance cost. Besides, Colorcrete's attractive exteriors add advertising value and light colored interiors increase workmen's efficiency.

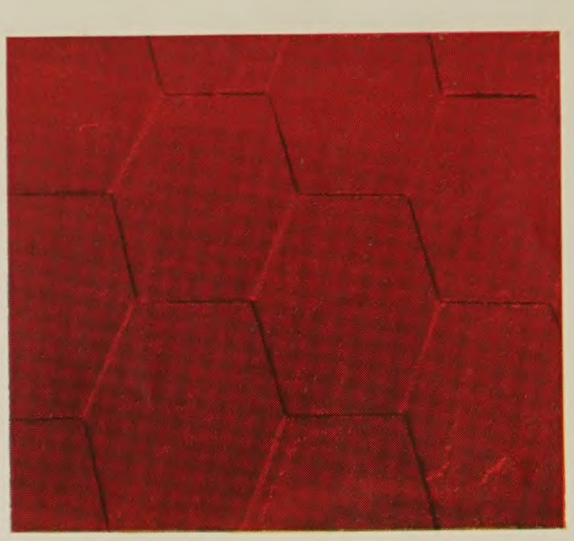






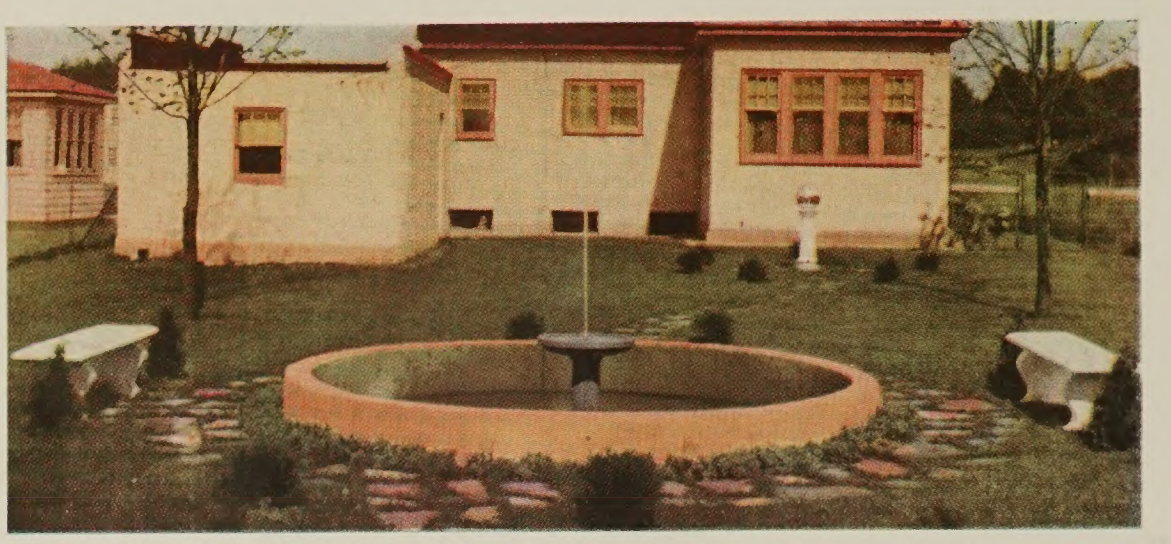
COLORCRETE for interiors provides attractive, permanent and easy to clean surfaces. For the inside of garages, children's play rooms, etc., it is sufficiently hard and durable to withstand this natural hard usage indefinitely.





Old roofs can be renewed with Colorcrete at low cost.

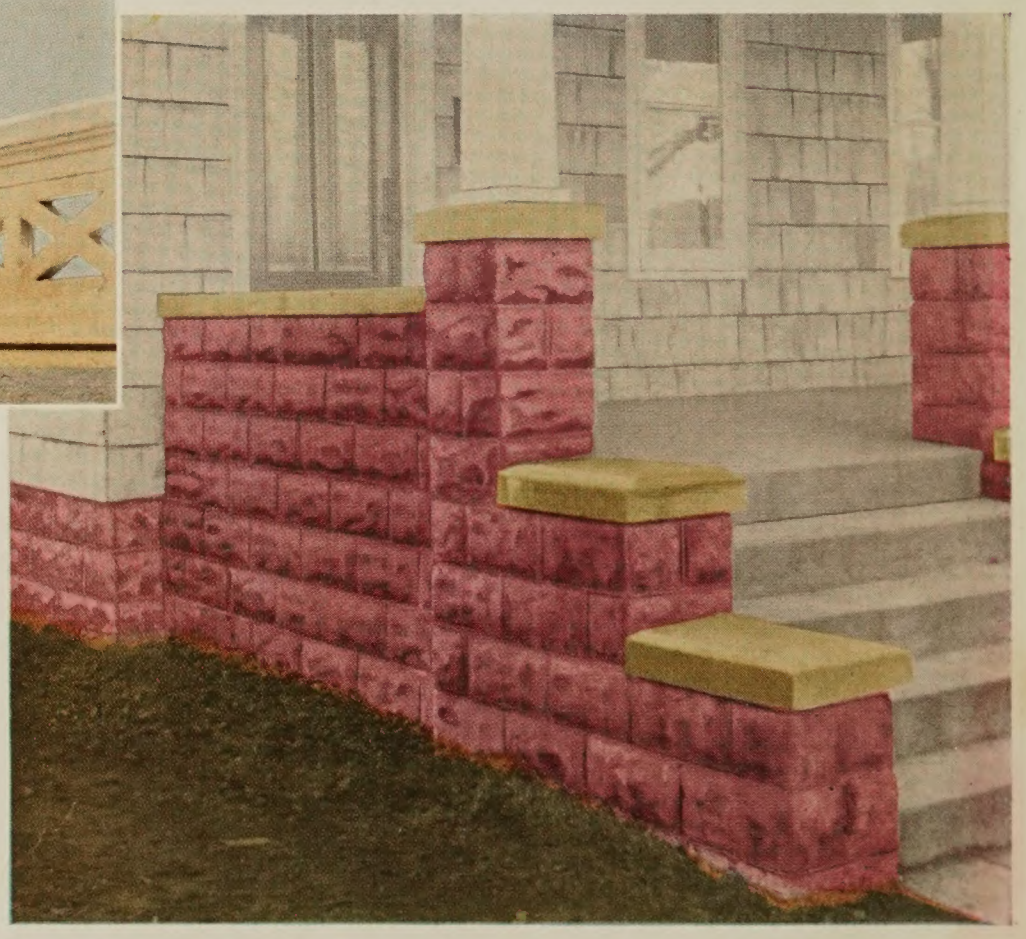
Your local Authorized Colorcreter can make inexpensive but attractive masonry signs in any size and in any color combination.



Colorcrete also offers the ideal means of beautifying home surroundings such as garden furniture, pools, flagstones, etc.

For the maintenance of bridges, Colorcrete not only preserves and beautifies the structure but also provides greater safety with its lustrous finish reflecting light in the dark.

Ready Mixed
in Full Range
of Colors



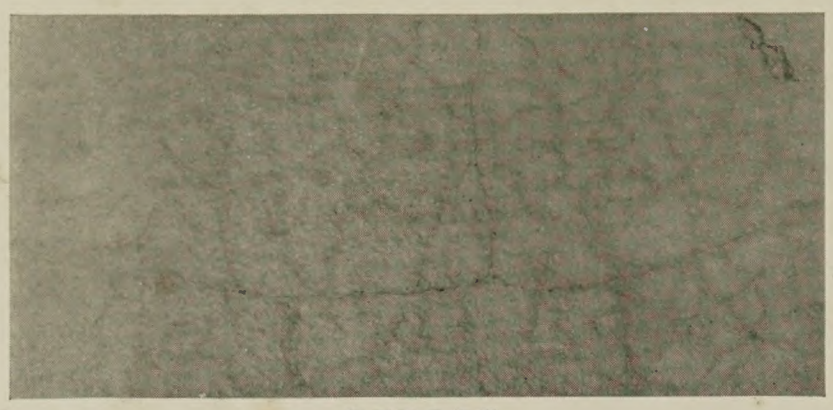
On foundations, porches and steps, Colorcrete adds beauty and by using one of the many colors available, can be made to harmonize with natural surroundings. It protects and makes any entrance more inviting.

THIRTY COLORS AND SHADES

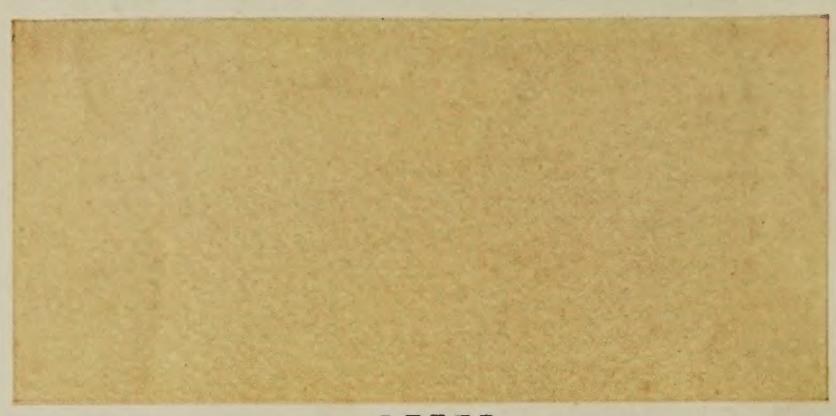
Additional Textures and Variegated Surfaces Can be Supplied by your Authorized Colorcrete Specialist

In Selecting Colors it should be Remembered that Due to the Varying Kinds of Surface, Absorption and Texture, the Color will Vary Slightly

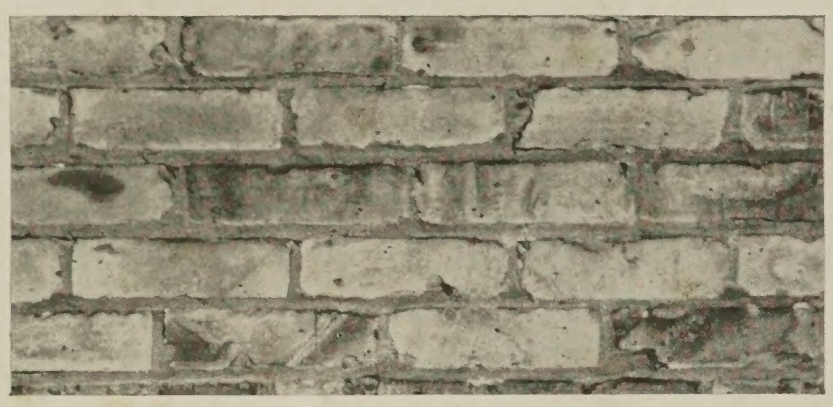
Practical and Permanent Transformations

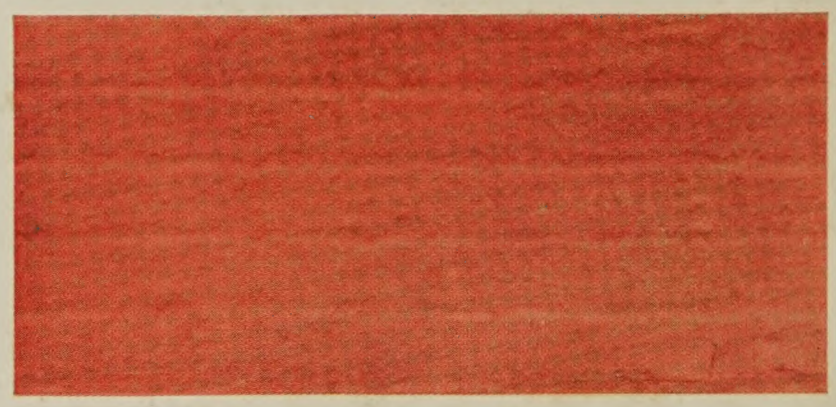


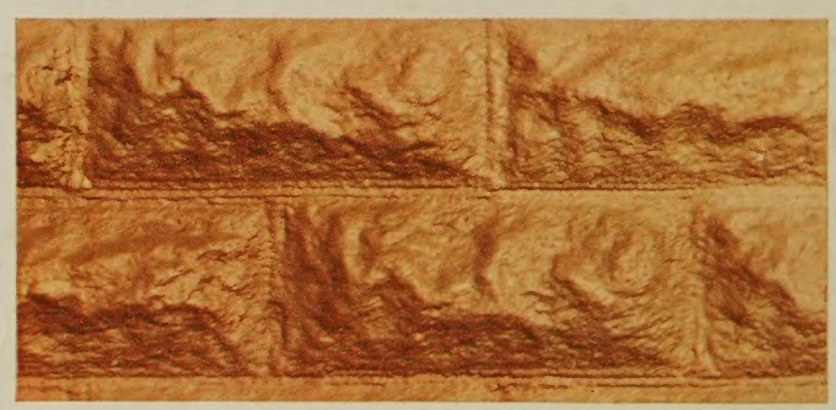
BEFORE



AFTER







INFORMATION AND ESTIMATES CHEERFULLY SUPPLIED

LOCAL AUTHORIZED COLORCRETER

Printed in U. S. A.